**S6 Appendix**

**Study 2 methodology notes**

Study 2’s methodology was chosen to replicate and extend the methodology of [45] by including an additional social identity in their original paradigm, which measured the relation between the self and one social identity. Their research suggests that excluding the self from this analysis would result in substantial unexplained variance considering the measurement of the relation between religion and gender contingent upon whether the matches between religion and gender mismatched the self or not; an assertion supported by our own analyses, as indicated by the significant difference between self-identities mismatch and self-identities match beta contrasts presented in Table 3. Thus, we believe that this step-wise progression in the Smith-Henry paradigm allows more accurate exploration of our hypothesis and most effective comparison with prior research.